

Subscription Matrix 122 Client Terminal I.D. 172 Non-Subscribed Subscribed Channels Channels 174 <u>176</u> Other Data 177 FIG. 2 Method for Selecting a Bundle of Channels Utilizing a Program Guide - 502 User Selects a Program Guide Entry 506 -- 504 Non NO Standard Subscribed Processing Channel YES 508 Select a Bundle of Channels Based Upon a Subscription Matrix for the User, the Selected Program Guide Entry, and Available Bundles of Channels for Subscription 510 Transmit a Subscription Request for the Selected Bundle of Channels to a Video Distribution System

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FIG. 5

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BUNDLING EXAMPLE

	I 2 3		3		ε		3	
					2		2	
			I					
	НВО	A la Carte \$15/Mnth	OHS	A la Carte \$15/Mnth	ENC	A la Carte \$15/Mnth	STARZ	A la Carte \$15/Mnth

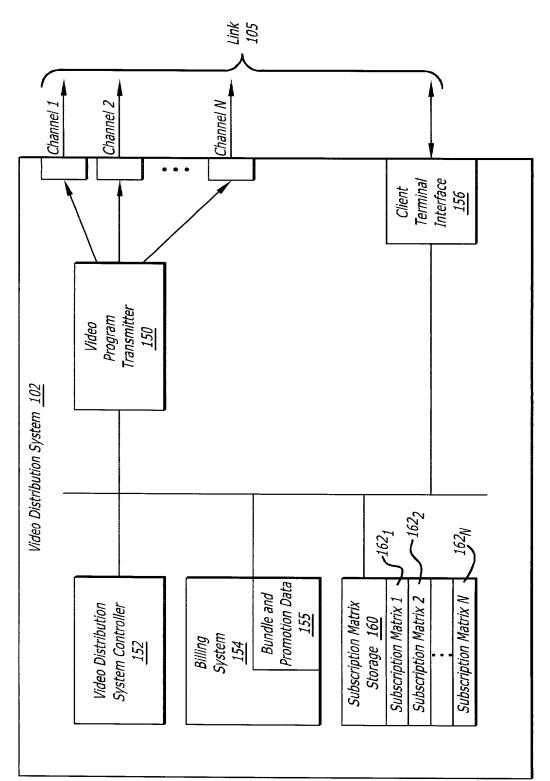
Sul	Additional Subscription	ISP Service	Action, Sports, Drama, etc.	Other Services
Programs			Tiers	
+ \$7 each/Mnth		+ \$35 each/Mnth + \$15 each/Mnth	+ \$15 each/Mnth	•••
+ \$5 each/Mnth		+ \$25 each/Mnth + \$10 each/Mnth	+ \$10 each/Mnth	• • •
+ \$3 each/Mnth		+ \$3 each/Mnth + \$15 each/Mnth + \$5 each/Mnth	+ \$5 each/Mnth	•••

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BO \$15/Mnth	

FIG. 3

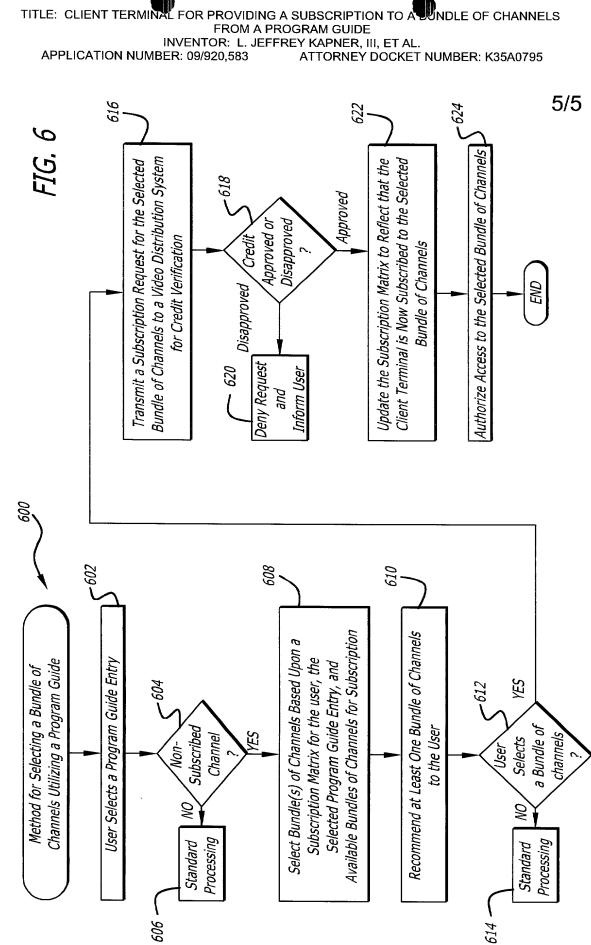
TITLE: CLIENT TERMINAL FOR PROVIDING A SUBSCRIPTION TO A UNDLE OF CHANNELS FROM A PROGRAM GUIDE INVENTOR: L. JEFFREY KAPNER, III, ET AL. APPLICATION NUMBER: 09/920,583 ATTORNEY DOCKET NUMBER: K35A0795





EGECTO. ESECTORO

FIG. 4



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